

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (currently amended): A method for generating a content management information used in determining a plan for the utilization of utilizing a content object~~contents~~ in a plurality of utilization modes, comprising ~~the steps of:~~

saving initial information ~~about~~regarding an a content object~~content~~, said initial information comprising at least an initial reaction information regarding the content object;

determining~~deciding, for whether~~ ~~initial information contained in~~ each of a plurality of utilization ~~result~~-information that each indicate~~indicating~~ a utilization results of another content object ~~contents~~ in the past, whether an initial information comprised by said utilization information is on the same level as the initial information of the content object~~content~~;

extracting ~~the utilization result~~-information that ~~contains~~comprises ~~the~~ initial information ~~decided~~determined to be on the same level as the initial information of the content object; and

generating ~~the~~ content management information ~~about~~for the content object ~~content~~ based on the extracted utilization ~~result~~-information.

2. (currently amended): A method for generating a content management information used in determining a plan for the utilization of utilizing a content object~~contents~~ in a plurality of utilization modes, comprising ~~the steps of:~~

saving initial information regarding a content object, said initial information comprising at least an initial reaction information regarding the content object~~about an object content~~;

~~determining, for deciding whether initial information contained in~~ each of a plurality of utilization ~~result~~ information ~~that each indicate a indicating~~ utilization results of ~~another content object~~ contents in the past, ~~whether an initial information comprised by the utilization information~~ is on the same level as the initial information of the content object ~~content~~;

extracting ~~the utilization result~~ information that ~~comprise~~ contains the initial information ~~determined~~ decided to be on the same level as the initial information of the content object and that is indicative of any one of a top ranking predetermined number of utilization effects contained in the utilization results; and

generating ~~the content management information about~~ for the content object ~~content~~ based on the extracted utilization ~~result~~ information.

3. (currently amended): The method according to claim 1, wherein the initial information contains the utilization result of the ~~object~~ content object in a predetermined utilization mode at a predefined initial stage.

4. (original): The method according to claim 3, wherein in case values indicated by the respective utilization results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

5. (currently amended): The method according to claim 1, wherein the initial information contains a holding result of an event based on which the content object ~~content~~ has been created.

6. (original): The method according to claim 5, wherein in case values indicated by the respective holding results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

7. (currently amended): The method according to claim 1, wherein the utilization ~~result~~ information contains the respective utilization results in the plurality of utilization modes; and

the extracted utilization ~~result~~ information is used to thereby derive an average value in each of the plurality of utilization modes.

8. (currently amended): The method according to claim 1, wherein the content object contains image data; and

a mode of utilizing the content object as data of a movie used at least when showing the movie is included as one of the modes of utilizing the content object.

9. (currently amended): A system for generating a content management information used in determining a plan for ~~utilizing the utilization of a content object contents~~ in a plurality of utilization modes, comprising:

means for saving initial information regarding a content object, said initial information comprising at least an initial reaction information regarding the content object~~about an object content~~;

means for determining, for deciding whether initial information contained in each of a plurality of utilization result-information that each indicate a indicating utilization results of another content object contents in the past, whether an initial information comprised by the utilization information is on the same level as the initial information of the content object content;

means for extracting ~~the utilization result-information~~ that comprisecontains the initial information determineddecided to be on the same level as the initial information of the content object; and

means for generating ~~the content management information about~~for the content object content based on the extracted utilization ~~result-information~~.

10. (currently amended): A system for generating ~~a content management information~~ used in determining a plan for the utilization of a content object utilizing contents in a plurality of utilization modes, comprising:

means for saving initial information regarding a content object, said initial information comprising at least an initial reaction information regarding the content objectabout an object content;

means for determining, for deciding whether initial information contained in each of a plurality of utilization result-information that each indicateindicating a utilization results of another content object contents in the past, whether an initial information comprised by the utilization information is on the same level as the initial information of the content object content;

means for extracting ~~the utilization result~~ information that ~~contains~~comprises ~~the initial information~~ determined~~decided~~ to be on the same level as the initial information of the content object and that is indicative of any one of a top ranking predetermined number of utilization effects contained in the utilization results; and

means for generating content management information ~~about~~for the content object ~~content~~ based on the extracted utilization ~~result~~ information.

11. (currently amended): The system according to claim 9, wherein the initial information contains the utilization result of the ~~object-content~~ object in a predetermined utilization mode at a predefined initial stage.

12. (original): The system according to claim 11, wherein in case values indicated by the respective utilization results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

13. (currently amended): The system according to claim 9, wherein the initial information contains a holding result of an event based on which the ~~object-content~~ object has been created.

14. (original): The system according to claim 13, wherein if values indicated by the respective holding results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

15. (currently amended): The system according to claim 9, wherein the utilization ~~result~~ information contains the respective utilization results in the plurality of utilization modes; and

the extracted utilization result information is used to thereby derive an average value in each of the plurality of utilization modes.

16. (currently amended): The system according to claim 9, wherein the content object contains image data; and

a mode of utilizing the content object as data of a movie used at least when showing the movie is included as one of the modes of utilizing the content object.

17. (currently amended): A computer readable medium storing a program for causing a computer to execute a method for generating a content management information used in determining a plan for the utilization of a content object ~~utilizing contents~~ in a plurality of utilization modes, the method comprising ~~the steps of~~:

saving initial information regarding a content object, said initial information comprising at least an initial reaction information regarding the content object ~~about an object content~~;

determining, for ~~deciding whether initial information contained in~~ each of a plurality of utilization ~~result~~ information indicating that each indicate a utilization results of another content object ~~contents~~ in the past, whether an initial information comprised by the utilization information is on the same level as the initial information of the content object ~~content~~;

extracting ~~the utilization result~~ information that ~~comprises~~contains the initial information ~~determined~~decided to be on the same level as the initial information of the content object; and
generating ~~the content management information about the~~ for the content object ~~content~~
based on the extracted utilization ~~result~~ information.

18. (currently amended): A computer readable medium storing a program for causing a computer to execute a method for generating ~~a content management information~~ used in determining a plan for the utilization of a content object ~~utilizing contents~~ in a plurality of utilization modes, the method comprising ~~the steps of~~:

saving initial information regarding a content object, said initial information comprising at least an initial reaction information regarding the content object ~~about an object content~~;

determining, for deciding whether initial information contained in each of a plurality of utilization result information that each indicating indicate a utilization results of another content object ~~contents~~ in the past, whether an initial information comprised by the utilization information is on the same level as the initial information of the content object ~~content~~;

extracting ~~the utilization result~~ information that ~~comprises~~contains the initial information ~~determined~~decided to be on the same level as the initial information of the content object and that is indicative of any one of a top ranking predetermined number of utilization effects contained in the utilization results; and

generating ~~the content management information for about the~~ content object ~~content~~
based on the extracted utilization ~~result~~ information.

19. (currently amended): The ~~program~~computer readable medium according to claim 17, wherein the initial information contains the utilization result of the ~~object~~-content object in a predetermined utilization mode at a predefined initial stage.

20. (currently amended): The ~~program~~computer readable medium according to claim 19, wherein in case values indicated by the respective utilization results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

21. (currently amended): The ~~program~~computer readable medium according to claim 17, wherein the initial information contains a holding result of an event based on which the ~~object~~-content object has been created.

22. (currently amended): The computer readable medium ~~program~~ according to claim 21, wherein in case values indicated by the respective holding results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

23. (currently amended): The computer readable medium ~~program~~ according to claim 17, wherein the utilization ~~result~~-information contains the respective utilization results in the plurality of utilization modes; and

the extracted utilization ~~result~~ information is used to thereby derive an average value in each of the plurality of utilization modes.

24. (currently amended): The computer readable medium ~~program~~ according to claim 17, wherein the content object contains image data; and

a mode of utilizing the content object as data of a movie used at least when showing the movie is included as one of the modes of utilizing the content object.

25. (new): A system for generating content management information used in determining a plan for the utilization of a content object in a plurality of utilization modes, comprising:

a storage device that saves initial information regarding a content object in a computer readable medium, said initial information comprising at least an initial reaction information regarding the content object;

a determining device that determines, for each of a plurality of utilization information that each indicate a utilization result of another content object in the past, whether an initial information comprised by the utilization information is on the same level as the initial information of the content object;

an extracting device that extracts utilization information that comprises initial information determined to be on the same level as the initial information of the content object; and

a generating device that generates content management information for the content object based on the extracted utilization information.

26. (new): A system for generating content management information used in determining a plan for the utilization of a content object in a plurality of utilization modes, comprising:

a storage device that saves initial information regarding a content object in a computer readable medium, said initial information comprising at least an initial reaction information regarding the content object;

a determining device that determines, for each of a plurality of utilization information that each indicate a utilization result of another content object in the past, whether an initial information comprised by the utilization information is on the same level as the initial information of the content object;

an extracting device that extracts utilization information that comprises initial information determined to be on the same level as the initial information of the content object and that is indicative of any one of a top ranking predetermined number of utilization effects contained in the utilization result; and

a generating device that generates content management information for the content object based on the extracted utilization information.

27. (new): The system according to claim 25, wherein the initial information contains the utilization result of the content object in a predetermined utilization mode at a predefined initial stage.

28. (new): The system according to claim 27, wherein in case values indicated by the respective utilization results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

29. (new): The system according to claim 25, wherein the initial information contains a holding result of an event based on which the content object has been created.

30. (new): The system according to claim 29, wherein if values indicated by the respective holding results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

31. (new): The system according to claim 25, wherein the utilization information contains the respective utilization results in the plurality of utilization modes; and
the extracted utilization result information is used to thereby derive an average value in each of the plurality of utilization modes.

32. (new): The system according to claim 25, wherein the content object contains image data; and

a mode of utilizing the content object as data of a movie used at least when showing the movie is included as one of the modes of utilizing the content object.

33. (new): A method for generating content management information for determining a plan for the utilization of a content object in a plurality of utilization modes, comprising:

saving at least an initial reaction information regarding a content object;

for each of a plurality of other content objects utilized in the past, determining whether a initial reaction information regarding the other content object comprised by content utilization information is on the same level as the initial reaction information of the content object, wherein said content utilization information further comprises utilization result information of said other contents utilized in the past;

extracting content utilization information that comprises initial reaction information determined to be on the same level as the initial reaction information of the content object; and

generating content management information for the content object based on the extracted utilization information.